1.   (Currently Amended)   A method for generating a recommendation of a program, said method comprising:

receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

retrieving a plurality of program records from a database, wherein at least one of the program records includes at least one key field;

converting each key field of the first program record into a feature value;

determining a second program record of the plurality of program records that qualifies as a nearest neighbor of the first program record using the feature value and the key fields of the plurality of program records; and

generating a recommendation of the first program based on the second program record.

2.   (Currently Amended)   A method for generating a recommendation of a program, said method comprising:

receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

retrieving a plurality of program records from a database wherein each program record includes at least one key field;

converting each key field of the first program record into a feature value;

determining a N number of program records of the plurality of program records that qualify as the nearest neighbors of the first program record using the feature values and the key fields of the plurality of program records; and

generating a recommendation of the first program based on the N number of program records.

3. (Currently Amended)   A method for generating a recommendation of a program, said method comprising:

receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

retrieving a plurality of program records from a database wherein each program record includes at least one key field;

converting each key field of the first program record into a feature value;

determining a cluster of program records of the plurality of program records that qualifies as a nearest neighbor of the first program record using the feature values and the key fields of the plurality of program records; and

generating a recommendation of the first program based on the cluster of program records

4. Canceled.

5. Canceled.

6. Canceled.

7. Canceled.

8. Canceled.

9. (Currently Amended)   A computer system for generating a recommendation of a program, said computer comprising:

3

a database storing a plurality of program records, <u>wherein each program record includes at least one key field</u>-; and

a module operable to determine a first program record of the plurality of program records that qualifies as a nearest neighbor of a second program record in response to a reception of the second program record by said computer system <u>using the key fields of the program records</u>, said module further operable to generate a recommendation of the program based on the first program record.

10.   (Currently Amended)   A computer system for generating a recommendation of a program, said computer comprising:

a database storing a plurality of program records<u>, wherein each program record includes at least one key field</u>; and

a module operable to determine a N number of program records of the plurality of program records that qualify as the nearest neighbors of a first program record in response to a reception of the first program record by said computer system<u> using the key fields of the program records</u>, said module further operable to generate a recommendation of a program corresponding to the first program record based on the N number of program records.

11.   (Currently Amended)   A computer system for generating a recommendation of a program, said computer comprising:

a database storing a plurality of program records<u>, wherein each program record includes at least one key field</u>; and

a module operable to determine a cluster of program records of the plurality of program records that qualifies as a nearest neighbor of a first program record in response to a reception of the first program record by said computer system<u> using the key fields of the program records</u>, said module further operable to generate a recommendation of a program corresponding to the first program record based on the cluster of program records.

12. Canceled.

13. Canceled.

14. Canceled.

15. Canceled.

16. Canceled.

17. (Currently Amended)   A computer program product in a computer readable medium for generating a recommendation of a program, said computer program product comprising:

computer readable code for receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

computer readable code for retrieving a plurality of program records from a database wherein at least one of the program records includes at least one key field;

computer readable code for converting each key field of the first program record into a feature value;

computer readable code for determining a second program record of the plurality of program records that qualifies as a nearest neighbor of the first program record using the feature value and the key fields of the plurality of program records; and

computer readable code for generating a recommendation of the first program based on the second program record.

5

18.   (Currently Amended)   A computer program product in a computer readable medium for generating a recommendation of a program, said computer program product comprising:

computer readable code for receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

computer readable code for retrieving a plurality of program records from a database, wherein at least one of the program records includes at least one key field;

computer readable code for converting each key field of the first program record into a feature value;

computer readable code for determining a N number of program records of the plurality of program records that qualify as the nearest neighbors of the first program record using the feature value and the key fields of the plurality of program records; and

computer readable code for generating a recommendation of the first program based on the N number of program records.

19.   (Currently Amended)   A computer program product in a computer readable medium for generating a recommendation of a program, said computer program product comprising:

computer readable code for receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

computer readable code for retrieving a plurality of program records from a database, wherein at least one of the program records includes at least one key field;

computer readable code for converting each key field of the first program record into a feature value;

computer readable code for determining a cluster of program records of the plurality of program records that qualifies as a nearest neighbor of the first program record using the feature value and the key fields of the plurality of program records; and

computer readable code for generating a recommendation of the first program based on the cluster of program records.